



Diana Cesar
Chief Executive, Hong Kong
The Hongkong and Shanghai Banking
Corporation Limited

Diana Cesar is HSBC's Chief Executive for Hong Kong and a member of the Executive Committee for The Hongkong and Shanghai Banking Corporation Limited. Ms Cesar is also a Director of HSBC Broking Services (Asia) Limited, HSBC Insurance (Asia) Limited, HSBC Life (International) Limited, Hubei Suizhou Cengdu HSBC Rural Bank Co Limited and EPS Company (Hong Kong) Limited.

During her career with HSBC, Ms Cesar has held leadership roles in Marketing, Cards and Loans, Mortgages, Distribution Strategy and Consumer Propositions in Hong Kong and across Asia-Pacific. Before being appointed Chief Executive for Hong Kong in September 2015, Ms Cesar has been Head of Retail Banking and Wealth Management for Hong Kong since 2011. She will continue to oversee this business in her new position until her replacement is on-board.

Ms Cesar first joined HSBC in 1999 and was appointed Head of Distribution and Product Development in 2003 with responsibility for establishing retail distribution infrastructure throughout Asia-Pacific. She was named Head of General Banking in 2007, managing all general retail banking portfolios including deposits, mortgages, credit cards and consumer assets in Hong Kong.

Before joining HSBC, Ms Cesar held various senior positions in Marketing and Customer Relations with a number of large multinational organisations.

Ms Cesar graduated from the University of Toronto with a double major in Commerce and Social Sciences.